



For innovations in service and amenities
Westin Aruba Resort leads the way

Since the official raising of the Westin flag in December over what had been the Wyndham, not only has Starwood Hotels & Resorts, owners of the Westin brand renovated the physical aspects of the resort, but also the service and amenities offered. The Westin image and purpose, as evidenced by their website www.starwoodhotels.com/westin is to offer the complete vacation experience, with every need seen to that will leave their guest refreshed, relaxed and renewed.

An afternoon tour of the Westin Aruba in Palm Beach conducted by Sales and Marketing Director Pat Donovan was a revelation for a representative of THE NEWS, as Westin leads the way for a revolution in Aruba resorts and the various amenities they provide.

The first delightful surprise is that we were invited to bring our dog, Rocky, as the Westin is a “pet-friendly” resort, were four-legged friends are not only welcome, they are catered to; a first in Aruba. Next to the famous “Heavenly Bed” that guarantees each guest a restful night, can be found a “Heavenly Doggy Bed” with luxury doggy accoutrements. Stainless steel water and food bowls on a signature Westin mat sit next to the bed, which comes with a stylish and comfortable canvas collar and leash along with a gift for the owner. The Westin offers a special menu of both wet and dry dog foods, and a valet dog-walking service. A comfortable Westin signature bathrobe also awaits each guest for their use during their stay, and can be purchased as a souvenir of their visit for \$75. Another guarantee because of the design of the hotel is a stunning view from every terrace.

Leslie the activities coordinator not only runs the Westin Kids’ Club, with various activities to keep families happy and busy all day, but organizes a number of activities for dogs and their owners as well. While kids are busy with scavenger hunts, guests and their pets can participate in distractions such as the “bone throwing contests.”

The new amenities for the non-dog owner are just as innovative, as the Westin is the first non-smoking resort on the island. Part of this is the attitude of creating an environment that is peaceful and fresh. The Renewal Station that welcomes new guests when they come to check-in and for those returning from a day of touring in the tropics offers cool towels and refreshing fresh lemonade or other natural beverages. The Westin/Reebok fitness room is now open twenty-four hours a day, and the spa not only offers dozens of services to further relax and renew the body and spirit, but doggy massages as well! Guests can also arrange to have a special message broadcast on the resort’s LED announcement system.

Starwood Hotels & Resorts are bringing a particular standard and attitude to Aruba, and an understanding of the many needs a potential guest may consider in choosing their vacation destination and lodgings. Pat expressed that the fact that they are “pet-friendly” will prompt a number of island residents to enjoy a weekend “getaway” without the concern of leaving their pet, but this is also a preoccupation of many U.S. visitors, who will certainly be happy to find they can bring their beloved companions with them on vacation. This and many other policies still being implemented will lead the way for a resort revolution in Aruba!